

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**  
**Syllabus for BBA in REAL ESTATE MANAGEMENT**

(Effective for Admission Session 2018-2019)

**COURSE STRUCTURE**

**1<sup>ST</sup> YEAR**

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
<b>SEMESTER I</b>							
1	BBARE-101	English-I	3	1			4
2	BBARE - 102	Basics of Mathematics & Statistics	3	1			4
3	BBARE - 103	Entrepreneurship Development and Management of Real Estate	3	1			4
4	BBARE - 104	Computer Applications-I	2		2		4
5	BBARE - 105	Real Estate Fundamentals	3	1			4
<b>Total Credits</b>							<b>20</b>
<b>SEMESTER II</b>							
1	BBARE - 201	Soft-Skill for Business	2	1	1		4
2	BBARE - 202	Management Concepts & Practices	2	1	1		4
3	BBARE - 203	Practical on Technological Aspects of Business	2		2		4
4	BBARE - 204	Economics for Managers	2	1	1		4
5	BBARE - 205	Fundamentals of Accounting	2	1	1		4
<b>Total Credits</b>							<b>20</b>

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**2<sup>ND</sup> YEAR**

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
<b>SEMESTER III</b>							
1	<b>BBARE -301</b>	<b>Legal Framework for Real Estate</b>	<b>2</b>	<b>1</b>	<b>1</b>		<b>4</b>
2	<b>BBARE -302</b>	<b>Accounting for Managers</b>	<b>2</b>	<b>1</b>	<b>1</b>		<b>4</b>
3	<b>BBARE -303</b>	<b>Real Estate Valuation</b>	<b>3</b>	<b>1</b>			<b>4</b>
4	<b>BBARE -304</b>	<b>Real Estate Development Model</b>	<b>3</b>	<b>1</b>			<b>4</b>
5	<b>BBARE -305</b>	<b>Ethics &amp; Environmental Studies</b>	<b>3</b>	<b>1</b>			<b>4</b>
<b>Total Credits</b>							<b>20</b>
<b>SEMESTER IV</b>							
1	<b>BBARE -401</b>	<b>Real Estate Approval &amp; Sanction</b>	<b>3</b>	<b>1</b>			<b>4</b>
2	<b>BBARE -402</b>	<b>Building Materials &amp; Design</b>	<b>2</b>	<b>1</b>	<b>1</b>		<b>4</b>
3	<b>BBARE -403</b>	<b>Inventory &amp; Materials &amp; Logistics Management</b>	<b>3</b>	<b>1</b>			<b>4</b>
4	<b>BBARE -404</b>	<b>Construction Management</b>	<b>2</b>	<b>1</b>	<b>1</b>		<b>4</b>
5	<b>BBARE -405</b>	<b>Financial Management of Business</b>	<b>3</b>	<b>1</b>			<b>4</b>
<b>Total Credits</b>							<b>20</b>

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**3<sup>RD</sup> YEAR**

SL No	CODE	Paper	Contact Periods per week			Total Contact Hours	Credits
			L	T	P		
<b>SEMESTER V</b>							
1	BBARE -501	Marketing Management	3	1			4
2	BBARE -502	Human Resource Management	3	1			4
3	BBARE -503	Real Estate Investment Management	3	1			4
4	BBARE -504	Maintenance Management	2	1	1		4
5	BBARE -505	Green Practices in Real Estate	3	1			4
		<b>Total Credits</b>					<b>20</b>
<b>SEMESTER VI</b>							
1	BBARE -601	Low Cost Affordable Housing & Space Saving Interiors	3	1			4
2	BBARE -602	Business Operations Management	3	1			4
3	BBARE -603	Research Methodology for Business	3	1			4
4	BBARE -604	Summer Training					4
5	BBARE -605	Major Project & Viva Voce					4
		<b>Total Credits</b>					<b>20</b>

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**DETAILED SYLLABUS**

**1<sup>ST</sup> SEMESTER**

**Paper: ENGLISH –I**

**Code: BBARE-101**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Course Contents**

<b>1. Grammatical Focus :</b> Grammatical & Structural aspects covering Partys of Speech, Tense, Voice, Clause, Preposition, Degrees of Comparison, Synonyms & Antonyms, etc.; Identifying & Analyzing Grammatical Errors including errors in Spelling & Punctuation.
<b>2. Reading :</b> Vocabulary Building; Comprehension; Interpretation; Summarizing
<b>3. Writing :</b> Letter Writing – Formal, Informal; Accepting & Declining Invitations; Paragraph Writing, Precise Writing, Essay Writing
<b>4. Speaking:</b> Interactive Communication likes Introducing Self, Greetings, Conversations, etc. Pronunciation :appropriate stress, intonation, clarity
<b>5. Listening :</b> Understanding – Spoken English, Formal English; Exercises

**References**

1. Leo Jones, Richard Alexander : New International Business English (Communication Skills in English for Business Purposes), Cambridge University Press.
2. NCERT, Knowing about English – A Book of Grammar & Phonology *National Building Code of India*, Bureau of Indian Standards, New Delhi, 1999
3. NCERT, Working with English – A Workbook,
4. A.E. Augustine & K.V. Joseph : Macmillan Grammar – A Handbook, Macmillan
5. Krishna Mohan & N.P. Singh : Speaking English Effectively, Macmillan

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**Paper: BUSINESS MATHEMATICS & STATISTICS**

**Code: BBARE-102**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Course Contents**

<p><b>1. Ratio, Proportion and Percentage</b> Ratio- Definition, Continued Ratio, Inverse Ratio, Proportion, Continued Proportion, Direct Proportion, Inverse Proportion, Variation, Inverse Variation, Joint Variation, Percentage- Meaning and Computations of Percentages.</p>
<p><b>2. Profit And Loss</b> Terms and Formulae, Trade discount, Cash discount, Problems involving cost price, Selling Price, Trade discount and Cash Discount. Introduction to Commission and brokerage, Problems on Commission and brokerage.</p>
<p><b>3. Interest</b> Simple Interest, Compound interest ( reducing balance &amp; Flat Interest rate of interest), Equated Monthly Installments(EMI), Problems</p>
<p><b>4. Shares and Dividends</b> Concept of Shares, Stock exchange, Face Value, Market Value, Dividend, Equity Shares, Preferential Shares, Bonus Shares, Examples.</p>
<p><b>5. Banking and Algebra</b> Linear Evaluation in one Variable (including Problems)</p> <p><b>Mensuration</b> Area of Rectangle, Area of Square, Area of Triangle, Area of Parallelogram, Area of trapezium, Area of any Quadrilateral, Area of a Circle, Chord and ARC, The length of an ARC of a Circle, Area of a Sector, Right Circular Cylinder, Sphere.</p> <p><b>Statistics</b> Introduction, Frequency Distribution, Cumulative Frequency Distribution, Graphical Representation of Quantitative Data, Bar Diagram, Pie Chart, Line Graph, Measure of Central Tendency, Arithmetic mean, Median/mode/Measure of Dispersion, Mean Deviation, Variance Analysis, Standard Deviation.</p>

**References**

1. Business Mathematics by Dr. Amarnath Dikshit & Dr. Jinendra Kumar Jain.
2. Business Mathematics by V. K. Kapoor - Sultan chand & sons, Delhi
3. Business Mathematics by Bari - New Literature publishing company, Mumbai

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**Paper: ENTREPRENEURSHIP DEVELOPMENT & MANAGEMENT OF REAL ESTATE**

**Code: BBARE – 103**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Course Contents**

<p><b>1. Entrepreneur and Entrepreneurship:</b> Evolution of the concept of entrepreneur, Meaning and definition, Nature and characteristics of an entrepreneur, role and importance of entrepreneur in economic growth, classification and types of entrepreneurs.</p> <p>Entrepreneurship: Meaning and definition, elementary theories of entrepreneurship, risks involved with entrepreneurship, barriers to entrepreneurship, women entrepreneurship: concept, functions, growth problems and remedial measures, factors affecting the entrepreneurial growth: psychological, Cultural, Social, Economic and personality factors.</p>
<p><b>2. Management of Small and Family Business:</b> Small business: Meaning, importance and role of small business in developing a nation's economy, different forms of organization for small business. Family business: The nature, importance, and uniqueness of family business, challenges before family business, The family's relationship with the business: developing a strategic vision &amp; building teamwork, Professional Management of the Family business firm, the 3-circle model, Managing succession: the leadership challenge, Model of Succession in Family Business and Wealth management in family business firms.</p>
<p><b>3. Business Opportunity Identification:</b> Business idea generation Techniques: Identification of Business Opportunities, Internal and external analysis to identify a business opportunity, Feasibility Study: Marketing Feasibility, Financial Feasibility, Technical, Legal, Managerial and Locational Feasibility, Preparation of Business Plan: Content of a Business Plan, Project Report preparation, Starting up an enterprise: Franchising and Acquisition, Strategies for venture promotion: Product Strategies, Pricing Strategies, Distribution Strategies, Promotional Strategies.</p>

**References**

1. Chandra, P. Project Preparation-Appraisal and Implementation. New Delhi: Tata McGraw Hill.
2. Gupta, C.B. & Srinivas, Entrepreneurial Development. New Delhi: Sultan Chand & Sons.
3. Arora, R. and Sood, S.K. Fundamentals of Entrepreneurship and Small Business Management. Ludhiana: Kalyani Publishers.
4. Desai, Vasant. Small-Scale Industries and Entrepreneurship. Mumbai: Himalayan Publishing House.
5. Ramachandran, K. Managing a New Business Successfully, New Delhi: Global Business Press.

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**Paper: COMPUTER APPLICATION-I**

**Code: BBARE – 104**

**Contacts Hours / Week: 2L+2P**

**Credits: 4**

**Course Contents**

<p><b>1. Basic Computer Concepts</b> – Different generations of computer hardware; Modern taxonomy of computers; Hardware and software; Programming languages; Problem solving and algorithms; Basic computer applications; General idea of information and communication technologies; Information system development process.</p>
<p><b>2. Computer Hardware</b> – Input and Output devices; Memory (or storage) devices; Central Processing Unit. Input / Output devices: keyboard, mouse, light pen, barcode readers, scanners, MICR, OCR, voice recognition and handwriting recognition systems; visual display terminals, printers, plotters etc. Storage devices: Primary storage – RAM, ROM, EEROM, PROM, EPROM; Secondary storage – direct access devices, serial access devices: hard disks, floppy disks, magnetic tape, CD-ROM, DVD; Cache memory and Virtual memory. Central Processing Unit – Control Unit; Arithmetic and Logic Unit; Decoders; Registers; Machine Instructions; Stored program concept; Program execution: Fetch-Decode-Execute cycle; Arithmetic, logical and shift operations.</p>
<p><b>3. Computer Software</b> – Meaning of software; broad classification of software; system software and application software; utilities. Systems software – Operating systems: Basic idea of an OS; OS as a resource manager – memory management, input/output management, secondary storage management, processor management, program management, network management; Brief introduction to different types of operating systems like DOS, Windows, Unix, Linux etc. Application software – System development tools, Utilities, Application packages, User written programs.</p>
<p><b>4. Programming languages and Algorithms</b> – The concept of programming; pseudo code and flowcharts; structure of programs; program development guidelines; programming languages – machine language, assembly languages, high-level languages (procedural and object-oriented languages), fourth generation languages; object code and executable codes; Compilers, translators, assemblers; editing tools such as vi. Algorithms – Basic concept; Some typical algorithms – Finding the sum of a series, solving a quadratic equation, generating Fibonacci sequence, checking whether a number is prime or not, creating an array of numbers and displaying the largest element in the list, sorting a given set of numbers, multiplying together two matrices etc. (The algorithms may be implemented using either pseudo code or a high level programming language).</p>
<p><b>5. Computer networks and Internet</b> – Basic concepts of computer networks; local area networks and wide area networks; switches hubs, routers, idea of distributed systems; the Internet and the World Wide Web.</p>
<p><b>6. Computer Applications:</b> Essential features of computer systems and structures required for office automation, communications, control systems, data acquisition, interactive multimedia, networking, parallel processing and neural networks.</p>

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**References**

1. Mano – Computer System Architecture; Pearson Education
2. Tanenbaum – Structured Computer Organization, Pearson Education
3. Martin & Powell – Information Systems: A Management Perspective; McGraw-Hill
4. Laudon & Laudon – Management Information Systems: Pearson Education
5. Comer: Computer Networks and the Internet: Pearson Education
6. Graham Curtis – Business Information Systems: Addison Wesley.



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**Paper: REAL ESTATE FUNDAMENTALS**

**Code: BBARE – 105**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Course Contents**

<p><b>1.Terminology of assets and investment</b> Current assets, fixed assets, using fixed assets as a mode of investment, Various sorts of investment in terms of long term/short term/stock in trade, fixed assets held as immovable property</p>
<p><b>2.Types of Real Estate &amp; Trade Terminology used in Real Estate Business</b> The real estate sector and its future in India, Frequent Transactions in Real Estate. Main players in real estate market, Landlords, Builders, Developers, Real Estate Agents, Tenants, Buyers. Different types of Real Estate; e.g. Residential Commercial, Townships, Godowns, Hotels, Hospitals, Resorts, IT Park, Industrial Park, Etc.</p>
<p><b>3.Modes for conducting Real Estate Business:</b> Proprietorship, Partnership, Private Limited Companies, Public Limited Companies, Hindu Undivided Family, Trusts, Cooperative Society, difference between Company and Partnership, merits and demerits of such establishment.</p>
<p><b>4.Modes of Public Private Partnership and its documentation</b> Meaning of Public Private Partnership, its benefits, checklist for Public Private Partnership, Selection criteria for Public Private Partnership, Principles of Public Private Partnership, Foreign Direct Investment, Swiss Challenge approach, Risk and Revenue sharing, REITS, REMF, Private Equity Funds, Angel Investors.</p>
<p><b>5.Principles for drafting agreements relating to real estate</b> Principles of good drafting. Clear documentation, Logical arrangement, Compliance with legal requirements, brief and concise documents, expression of the document, precautions while drafting various parts of the deed.</p>
<p><b>6.Different kind of Agreements used in Real Estate Business</b> 1. Agreement for Sale 2. Agreement for Exchange 3. Agreement for Development 4. Agreement for Construction 5. Agreement to Rent 6. Lease Agreement 7. Wills &amp; Probate 8. Sample Agreements &amp; its Analysis 9. Applicability of these agreements in view of recent Court Judgments.</p>
<p><b>7.Power of Attorney</b> Power of Attorney and its significance, Important points on Power of Attorney</p>
<p><b>8.Important aspects of lease of Immovable Property</b> Lessor, Lessee, Premiums, rents, How leases are made. Essential elements, Rights and liabilities of lessor and lessee. How does a lease end? Difference between lease and license</p>

**References**

1. N. C. Bhandari—Law of Contract
2. Rajkumar Adukia—Encyclopedia of Real Estate

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**2<sup>nd</sup> SEMESTER**

**Paper: SOFT-SKILLS FOR BUSINESS**

**Code: BBARE-201**

**Contacts Hours / Week: 2L+1T+1P**

**Credits: 4**

**Course Contents**

<p><b>1.ELEMENTS OF COMMUNICATION</b> Meaning, Importance, Objectives &amp; Principles of Communication, , Process, impediments of effective communication, Strategies for effective communication. Types and forms of communication Nonverbal Communication- Body Language, Gestures, Postures, Facial Expressions, Dress codes, The Cross Cultural Dimensions of Business Communication, Listening &amp; Speaking, Techniques of Eliciting Response, Probing Questions, Observation, Business and social etiquette.</p>
<p><b>2. PUBLIC SPEAKING</b> Importance of Public Speaking and Speech Composition - Principles of Effective Speaking&amp; Presentations. Technical speeches &amp; Non-technical presentations. Speech for introduction of a speaker - Speech for vote of thanks -Occasional speech - Theme speech. Moderating programs - Use of Technology</p>
<p><b>3.INTERVIEW TECHNIQUES</b> Importance of Interviews, Art of conducting and giving interviews, Placement interviews - discipline interviews - Appraisal interviews – Exit interviews.</p>
<p><b>4.MEETINGS</b> Importance of Meetings -Opening and Closing Meetings - Participating and Conducting Group discussions. Brain Storming, e– Meetings, preparing agenda and minutes of the meeting</p>
<p><b>5.BUSINESS COMMUNICATION</b> Business Letters: Inquiries, Circulars, Quotations, Orders, Acknowledgments Executions, Complaints, Claims &amp;Adjustments, Collection letter, Banking correspondence, Agency correspondence, Bad news and persuading letters, Sales letters, Job application letters - Bio-data, Covering Letter, Interview Letters, Letter of Reference. Memos, Minutes, Circulars &amp;Notices.</p>
<p><b>6.SKILL DEVELOPMENT</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Conduct a mock meeting and draft minutes of the meeting.</li><li><input type="checkbox"/> Draft a letter of enquiry to purchase a laptop.</li><li><input type="checkbox"/> Draft your bio-data.</li><li><input type="checkbox"/> Prepare your Career Plan.</li></ul>

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**References**

1. Rai & Rai – Soft Skill for Business, HPH
2. Santhosh Kumar – Soft Skill for Business, VBH.
3. C.G.G Krishnamacharyulu&Lalitha: Soft Skills of Personality Development, HPH.
4. Lesikar, R.V. &Flatley, M.E. (2005). Basic Business Communication Skills for Empowering the Internet Generation. Tata McGraw Hill Publishing Company Ltd.,New Delhi.
5. Rai&Rai: Business Communication Himalaya Publishing House
6. Rajkumar, Basic of Business Communication
7. Ludlow, R. & Panton, F. (1998). The Essence of Effective Communications. Prentice Hall of India Pvt. Ltd.
8. M.S. Rao: Soft Skills – Enhancing Employability I.K. International PH.
9. Rao& Das: Communication Skills, I.K. International PH.
10. Adair, J. (2003). Effective Communication. Pan McMillan.
11. Thill, J. V. &Bovee, G. L. (1993). Excellence in Business Communication. Mc GrawHill, New York.
12. Bowman, J.P. & Branchaw, P.P. (1987). Business Communications: From Process to Product. Dryden Press, Chicago.
13. Sharma S.P. & Others, Business Communication, VBH.
14. Banerjee : Soft Skills Business and Professional Communication, I.K. International

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**Paper: MANAGEMENT CONCEPTS & PRACTICES**

**Code: BBARE- 202**

**Contacts Hours / Week: 2L+1T+1P**

**Credits: 4**

**Course Contents**

<p><b>Nature of Management:</b> Concept, Nature &amp; Importance <b>Development of Management Thought:</b> Contribution of Taylor and Fayol and their principles, Japanese vs. American Management, Modern Thoughts of Management</p> <p><b>Management Process and Skills:</b> Management Functions, Various Levels of Management, SWOT Analysis</p> <p><b>Planning:</b> Concept, Nature, Importance, Steps in Planning, Types of Plan, MBO</p> <p><b>Decision Making:</b> Concept, Process of Decision Making, Techniques of Decision Making</p>
<p><b>Fundamentals of Organizing:</b> Concept, Departmentation, Matrix Organisation Structure</p> <p><b>Authority:</b> Delegation of Authority, Centralization and Decentralisation</p> <p><b>Staffing:</b> Concept, Importance, Factors affecting Staffing</p>
<p><b>Fundamentals of Directing:</b> Concept, Importance, Principles</p> <p><b>Leadership:</b> Concept, Importance and its theories</p> <p><b>Fundamentals of Controlling:</b> Concept, Importance, Stages of Control, Essentials of Effective Control System, Causes of Resistance to Control</p>

**References**

1. Gupta, C. B. Management concept & practices. New Delhi: Sultan Chand & Sons.
2. Koontz, H. & Weibrich, I. Essential of management. Singapore: McGraw-Hills International.
3. Prasad, L. M. Principles and practice of management. New Delhi: Chand & Sons.
4. Tripathi, P. C. & Reddy P. N. Principles of management. New Delhi: Tata McGraw Hill
5. Relevant Case Studies

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**Paper: PRACTICAL ON TECHNOLOGICAL ASPECTS OF BUSINESS**

**Code: BBARE – 203**

**Contacts Hours / Week: 2L+2P**

**Credits: 4**

**Course Contents**

**Getting started with MS-Word:** Starting Word, Opening a saved Word document, Entering text, Previewing, Editing, Saving, Navigate, Scroll through text, Insert and delete text in a document, Select text, Undo and redo commands, Formatting, Format and align text, Line and paragraph spacing, Add bulleted and numbered lists, Using Editing and Proofing Tools, Document views, Spell and grammar check, Shortcut Menus, Page Border, headers and footers, Insert and delete a page break, Insert page numbers, Insert the date and time, Insert special characters.

**MS-PowerPoint:** Difference between presentation and Document, Using Power Point, Using Wizard for creating a presentation, Creation of Presentation, Title, Text Creation, Fonts and Sizes, Importing text from word documents, Moving to next Slide, The Slide manager, Animation effects, Slide Designs, Background and Text colors, Making your own slide format, Footnotes and slide numbering, Presentation of the Slides, Using the Slide Show, Printing the Slides and Handouts.

**Microsoft Excel:** Concepts of Workbook & Worksheets; Various Data Types; using different features with data, Cell and Texts; Inserting, Removing & Resizing of Columns & Rows; Working with Data and Ranges; entering data into worksheet, saving & quitting worksheet, Opening and moving around in an existing worksheet, Toolbars and menu, keyboard shortcuts, Working with single and multiple workbook-copying, renaming, moving, adding and deleting, copying entries and moving between workbooks, Different Views of Worksheets; Column Freezing, Labels, Hiding, Splitting etc., Using different features with Data and Text; Use of Formulas, Calculations and Functions; Cell Formatting including Borders & Shading; Working with Different Chart Types; Printing of Working & Worksheets with various options.

**MS-Windows and Internet:** Operating System & basics of windows, Managing Files, Folders, Renaming Files and Folders, Creating New Folders, Searching Files and Folders, Renaming, deleting files and folders Copying and Moving Files and Folders from one drive to another, Window Accessories: Calculator- Standard and Scientific, Notepad, Paint and its various tools, WordPad, Character Map.

**Basics of Networking & Communication:** Concept & applications of Internet, services on internet, www & Web browsers, surfing, chatting, E-mail & Document handling, Creating E-mail address, Sending and Receiving E-mail, Attaching files along with mail, zipping of files.

**References**

1. Jain, P., & Arora, S. Window based computer courses. Jalandhar: S. Vikas & Co.
2. Norton, P. Introduction to computers. New Delhi: Tata McGraw Hill.
3. Sinha, P. K., & Sinha, P. Computer fundamentals. New Delhi: BPB Publications.
4. Singh, V. Simplified MS-Office 2007. New Delhi: Computech Publications Ltd.

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**Paper: ECONOMICS FOR MANAGERS**

**Code: BBARE – 204:**

**Contacts Hours / Week: 2L+1T+1P**

**Credits: 4**

**Course Contents**

<p><b>Introduction:</b> Concept of Micro and Macro Economics, Meaning and Scope of Managerial Economics.</p> <p><b>Basic Economic Principles:</b> Opportunity cost principle, Incremental cost principle, Principle of Time perspective, Discounting Principle and Equi-marginal Principle.</p> <p><b>Demand and Supply:</b> Concept, Types of Demand, Determinants of Demand and Supply, Law of demand and Supply, Elasticity of demand, Types of elasticity of demand – Price, Income and Cross elasticity, Elasticity of Supply.</p>
<p><b>Cost Theory and Analysis:</b> The Economic Concept of Cost, Short-Run and Long-Run Cost Function.</p> <p><b>Production Theory and Analysis:</b> The Production Function, Production with One and Two Variable Input.</p> <p><b>Types of Markets &amp; Competition:</b> Perfect Competition- Features, Determination of Price and Output. Monopoly- Features, Determination of Price and Output, Concept of Price Discrimination. Monopolistic Competition- Features, Determination of Price and Output. Oligopoly- Features, Determination of Price and Output, Price Rigidity Model.</p>
<p><b>Factor Pricing:</b> Introduction, Wages and Salary theory, Interest theory &amp; Rent theory.</p> <p><b>National Income:</b> Concept of National Income, GDP, GNP, NDP, NNP, Methods of Measuring National Income, Circular flow of economic activities and Income, Concept of Saving, Income and Investment.</p> <p><b>Business Cycle:</b> Concept of Business Cycle, Minimizing effects of Business Cycles by Managers.</p>

**References**

1. Geetika, Ghosh, P., & Chodhury, P. R. Managerial economics. New Delhi: Tata McGraw Hill.
2. Dwivedi, D N. Macro economics. New Delhi: Tata McGraw Hill.
3. Mehta, P L. Managerial economics. New Delhi: Sultan Chand & Sons.
4. Varshney, R. L. & Maheswari, K. L. Managerial economics. New Delhi: Sultan Chand & Sons

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**Paper: FUNDAMENTALS OF ACCOUNTING**

**Code: BBARE – 205:**

**Contacts Hours / Week: 2L+1T+1P**

**Credits: 4**

**Course Contents**

<p><b>Accounting:</b> Meaning, Nature, Accounting Process, Book Keeping, Users of Accounting Information, Objectives, Scope, Importance, Advantages, Limitations of Accounting, Accounting Principles &amp; Conventions. Basic Term used in Accounting. <b>Recording:</b> Books of Original Entry, Journalising, Classification of Accounts, Golden Rules of Recording, Numericals of Journal Entries along with Opening Entries</p> <p><b>Ledger:</b> Meaning, Need &amp; Importance, Advantages, Posting Transaction to Ledger, Closing different types of Ledgers, Numerical Problem on Ledger Posting</p> <p><b>Trial Balance:</b> Meaning, Characteristics, Preparation of Trial Balance, Errors Revealed (Merits) and Errors Not Revealed (Demerits) by Trial Balance, Numerical Problems on preparation and correction of Trial Balance</p>
<p><b>Subsidiary Books:</b> Cash Book – Simple, Double Column, Three Column, Numerical Problems on Cash Book, Purchase Book, Purchase Return Book, Sales Book, Sales Return Book, Journal Proper</p> <p><b>Concept of Depreciation:</b> Rational, Calculating Depreciation – Straight Line &amp; Written-Down Value Methods</p> <p><b>Final Accounts:</b> Meaning, Types, Objectives, Trading Account, Profit &amp; Loss Account, Balance Sheet, Adjustments, Numerical on Final Accounts with Adjustments</p>
<p><b>Shares and Share Capital:</b> Introduction to Joint Stock Company, Shares, Share Capital, Accounting Entries, Under Subscription, Oversubscription, Calls in Advance, Calls in Arrears, Issue of Share at Premium, Issue of Share at Discount, Forfeiture of Shares, Re-issue of Shares.</p> <p><b>Debentures:</b> Classification of Debentures, Issue of Debentures, Accounting Entries</p>

**References**

1. Gupta, P. C. Financial Accounting. Agra: Jawahar Publications
2. Tulsian, P. C. Financial accountancy. New Delhi: Pearson Education.
3. Maheswari, S. N. Financial accounting for management. Mumbai: Vikas Publishing House
4. Naseem, A. Fundamentals of financial accounting. New Delhi: Ane Publication

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**3<sup>rd</sup> SEMESTER**

**Paper: LEGAL FRAMEWORK FOR REAL ESTATE**

**Code: BBARE-301**

**Contacts Hours / Week: 2L+1T+1P**

**Credits: 4**

**Course Contents**

This would cover only the relevant sections of these Acts applicable on Real Estate

- The Indian contract Act 1872.
- Transfer of Property Act 1882.
- Indian Registration Act 1908.
- Specific Relief Act 1963.
- Urban land Ceiling Act 1976.
- Land Acquisition Act 1894.
- Indian Evidence Act 1872.
- Indian Stamps Act 1899.
- Rent Control Act.
- Easement Act.
- Apartment Ownership Act.
- Arbitration & Conciliation Act, 1996.
- Land Reforms Act
- Town & country Planning Act, Kolkata.
- Municipal Act.
- Building Bye laws and their relevance.

**References**

1. Mercantile Law – R.K. Gupta and S.C. Sarkar – New Books Info – New Delhi.
2. Indian contract Act – L.M. Tulsian – S. Chand & Co. New Delhi.
3. Transfer of Property Act – Rishi Pal Singh – New Books Info – New Delhi.
4. Laws of Evidence – R.K. Gupta and S.C. Sarkar – New Book Info – New Delhi.
5. W.B. Land Ceiling Rule – 2005 – Kamal Law Home – Kolkata.



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**Paper: ACCOUNTING FOR MANAGERS**

**Code: BBARE- 302:**

**Contacts Hours / Week: 2L+1T+1P**

**Credits: 4**

**Course Contents**

<p><b>Introduction:</b> Meaning, Objectives, Nature and Scope of Management Accounting. Relationship between financial accounting, cost accounting and management accounting. users of management accounting, Roles and responsibilities of management accountant,</p> <p><b>Financial Statement Analysis:</b> Meaning and concept of financial analysis, types of financial analysis, methods of financial analysis, simple numerical problems on comparative statements, common size statements and trend analysis.</p>
<p><b>Ratio Analysis:</b> Meaning, utility of ratios, classification of ratios, calculation and interpretation of profitability {Du-Pont analysis}, Activity and leverage ratio.</p> <p><b>Analysis of working capital:</b> Meaning, concept, type and determinants of working capital. Estimation of working capital requirement {operating cycle method}.</p>
<p><b>Budgetary control:</b> Concept of budget, budgeting and budgetary control objectives, preparation of Functional budgets {production, sales and cash}, and flexible budgets.</p> <p><b>Decision Making:</b> cost for decision making, variable costing and differential analysis as aids in making decision {acceptance of an offer at a lower selling price, exploring new markets, make or buy decisions and operate or shut-down decisions}</p>

**References**

1. Jhamb, H. V. Management Accounting, ANE Books Pvt. Ltd. New Delhi.
2. Khan, M.Y. and P.K. Jain. Management Accounting, Tata McGraw Hill, New Delhi.
3. Lal, J. Advanced Management Accounting Text and Cases. S. Chand & Co., New Delhi.
4. Maheshwari, S. N. and Mittal, S. N. Cost Accounting, Theory and Problems. Shri Mahabir Book Depot, New Delhi.

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**Paper: REAL ESTATE VALUATION**

**Code: BBARE-303**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Course Contents**

The Valuer- his functions and responsibilities; the principle factors affecting the supply and demand for land and building; Principle types of landed property; the interest therein and the Outgoings thereon.
Valuation Methods; Depreciation & Obsolescence Principles governing the rates of interest for different types of property; Calculation of Rental Values - Net Income, Virtual Rent; Valuation for Sale and Purchase of Freehold & Leasehold properties; Rental method of Valuation.
Valuation on land & building basis, valuation for mortgage, Reverse Mortgage; Valuation for Acquisition, Valuation for Taxation of Properties.
Contemporary trends of valuation of property, Compensation & betterment levy, Dilapidation & depreciation; Easement rights and natural rights. The Arbitration & Conciliation Act 1996.

**References**

1. Kahr J. and Thomsett, M.C. (2005), R.E. Mkt Valuation and Analysis, Wiley Publishers.
2. Gelbtuch, H.C. Mackmin, D. and Milgrim, M.R., Real Estate Valuation in Global Markets, Amazon Books.
3. Valuation Practice of Immovable Properties, C.H Gopinatha Rao
4. Professional Valuation Practice, Dr. Ashok Nain.
5. Practical Valuation (Volume I to VIII
6. Guidelines for Banks, B.Kanaga Sabapathy.
7. C.P.W.D 's Schedule of Rates (Latest Edition).
8. C.P.W.D's Plinth area rates for 1.1.1992 & 1.10.2007.
9. Delhi Master Plan 2021.
10. Property Tax Guide on Unit Area System of MCD.
11. Bare Acts of Income Tax, Land Acquisition, Wealth Tax, Capital Gains etc.

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**Paper: REAL ESTATE DEVELOPMENT MODEL**

**Code: BBARE-304**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Course Contents**

<b>1.Seven Stages of Real Estate Development</b>
Stage 1: Land Banking Stage
Stage 2: Land Packaging Stage
Stage 3: Land Development Stage
Stage 4: Building Development Stage
Stage 5: Operating Stage
Stage 6: Renovation Stage
Stage 7: Redevelopment Stage
<b>2.Eight Categories of Tasks in Each Stage of Development</b>
Flow Chart of Real Estate Development Process
Market Studies and Strategies
Transportation/Accessibility
Environmental Tasks
Approvals and Permits
Acquisition
Financing
Improvements
Development
Sales and Disposition
<b>3.Direct Purchase Vs Joint Venture Models of Development</b>
Advantages & disadvantages of the two models
The legal Implications of the two models
Direct & Indirect Tax implication of the two models
Case Studies on the two Models
Judgments of the High Court & Supreme Courts on such development models
Return on Investments ( ROI) of the two models
Financial Implication & Cash flow in case of the two models
Different sets of Agreements for the two models and their registration procedures & legal implications
How such agreement may change from one Indian state to another
Availability of Institutional Finance for each of such Development Models

**References**

1. The Appraisal of Real Estate. Thirteenth Edition, Appraisal Institute, Chicago, Illinois, 2008.
2. William B. Brueggeman, Ph.D. and Jeffrey D. Fisher, Real Estate Finance and Investments, Tenth Edition.
3. David M. Geltner, Norman G. Miller, Jim Clayton, and Piet Eichholtz. Commercial Real Estate Analysis and Investments, Second Edition, Tengage Learning. United States. 2007.

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4. Stephen P. Jarchow editor, "The Fundamentals of Real Estate Development," Graaskamp on Real Estate. Washington, DC: ULI The Urban Land Institute, 1991.
5. Peter Linneman, Ph.D. "Real Estate Finance and Investments: Risks and Opportunities. 3rd Edition. 2011 by Peter Linneman.

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(Effective for Admission Session 2018-2019)

**Paper: ETHICS & ENVIRONMENTAL STUDIES**

**Code: BBARE-305**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Course Contents**

<p><b>1.Human Ethics &amp; Environment</b></p> <ul style="list-style-type: none"><li>● Resource consumption pattern and the need for equitable utilization</li><li>● Equity-disparity in the northern and southern countries</li><li>● Urban-rural equity issues</li><li>● Need for gender equity</li><li>● Preserving resources for future generations</li><li>● The ethical basis of environment education and awareness</li></ul>
<p><b>2.Fundamentals of Environment</b></p> <ul style="list-style-type: none"><li>● Environmental definitions</li><li>● Life and the environment</li><li>● Changes in the environment: anthropogenic and non-anthropogenic</li><li>● Environmental hazards and risks</li><li>● Natural resources: conservation &amp; sustainable development</li></ul>
<p><b>3.System Concept in Ecology</b></p> <ul style="list-style-type: none"><li>● Ecosystem, and its functional attributes</li><li>● Energy flow in the ecosystem</li><li>● Material cycling</li><li>● Development and evolution of ecosystems</li></ul>
<p><b>4. Population &amp; Environment</b></p> <ul style="list-style-type: none"><li>● Carrying capacity: limits to population growth</li><li>● Population growth and natural resources</li><li>● Impact of population growth on economic development and environment</li></ul>
<p><b>5.Land &amp; Water Resources of the Earth</b></p> <ul style="list-style-type: none"><li>● Land resources of the earth</li><li>● Land use pattern</li><li>● Water resources of the earth</li></ul>
<p><b>6.Pollution &amp; Environment with Reference to Air, Water, Soil &amp; Noise</b></p> <ul style="list-style-type: none"><li>● Concept of pollution</li><li>● Sources of pollution</li><li>● Remedies to control pollution</li></ul>

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**7. Environment & Public Health**

- Environmental pollution and community health
- Waste management: types of waste and solid waste management
- Environmental registration and policies
- Environmental ethics and human rights issues relating to environment

Women and environment

**8. Fuel & Energy Management**

- Fossil fuels & solid, liquid and gaseous fuels
- Hydel power: potential, limitations and adverse environmental impacts
- Solar energy: principle (water heating, refrigeration, cooking, desalination)
- Energy from biomass: biogas and gasohol
- Energy audits & management

Different measures of energy saving

**References**

1. Cllicott B, *In Defense of Land Ethics: Essays in Environmental Philosophy*, Albany State University of New York Press, 1989
  2. Enrlich P R &Heldren J P, *Human Ecology*, 1973.
  3. Nash R F, *The Rights of Nature: A History of Environmental Ethics*, Madison University of Wisconsin Press, 1989
  4. Owen D F, *What is Ecology?* Oxford University press, 1974
- Schneider S H, *Global Warming: Are We Entering the Greenhouse Century*, 1989

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**4<sup>th</sup> SEMESTER**

**Paper: REAL ESTATE APPROVAL & SANCTION**

**Code: BBARE-401**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Course Contents**

**Procedure to be followed by the applicant to obtain sanction of Building plan**

1. Document to be submitted along with application for plan sanction
2. Obtaining a building license/attachment – document required to obtain building license
3. Apartment -- sanction-- High Rise Building – NOC for Airport Authorities, fire force Telecom Deptt. – Tie-up! Arrangement with financial Institutions – document required to purchase plan.
4. Evaluation of mother land deed & chain deed – drafting of deed of conveyance— comprehensive search report—BLRO/ DLRO – Mutation – municipality mutation— municipal assessment book – legal formalities for registration of deed of conveyance gift deed – lease deed – Will & Probate—Mortgage deed – Amalgamation of deeds.

**Approvals & Sanctions**

1. Site Layout Approval.
2. Building Layout Approval.
3. Intimation of Disapproval (IOD) (Whether Applicable) .
4. NOC (if near Sea/Coastal areas).
5. Road access.
6. Ancient Monument approval.
7. Environment Clearance.
8. Borewell Registration Certificate.
9. Fire Fighting scheme approval
10. AAI Height NOC.
11. Defence Clearance.
12. Electric Substation NOC (For all substation/ transformers in the building.
13. Damp proof certificate (on site).
14. Pollution Clearance.
15. Building Completion Certificate .
16. Service Plan Clearance and service Connections (water, sewer, power, gas, telecom).
17. Occupancy Certificate.

**Approving Authority:-**

1. Development Authority/Municipality.
2. Coastal Zone Management Authority.
3. NHAI/ PWD.
4. Archaeological Survey India (ASI).
5. Ministry of Environment.
6. Central Ground Water Authority.
7. Fire Department.
8. Civil Aviation Dept.
9. Ministry of Defence.

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| <ol style="list-style-type: none"><li>10. Electricity Distribution Authority.</li><li>11. Development Authority.</li><li>12. State Pollution Control Board.</li><li>13. Service Department.</li></ol> |
|---|

- |  |
|--|
| <ul style="list-style-type: none"><li>• Site Inspection – Scrutiny -- Sanction – Correction Compliance– Completion of Compliance.</li><li>• Supervision Certificate – Structural Stability Certificate Rainwater Harvesting Certificate—National Building Organization (NBO) up to date Property tax receipts – Affit Avits &amp; Undertaking NOC from Soil Department – NOC from Defence.</li></ul> |
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**References**

- 1) Transfer of Property Act.
- 2) Stamp Duty & Registration Act.
- 3) Municipal Rules & Laws.
- 4) Guide to Commercial Land Documentation --- Michael Honeycutt.



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**Paper: BUILDING MATERIAL & DESIGN**

**Code: BBARE-402**

**Contacts Hours / Week: 2L+1T+1P**

**Credits: 4**

**Course Contents**

1. Cementation material types, qualities, properties desired, places of availability merits demerits, uses, prevention & Care of Stone, bricks, cements, lime, sand, mortar, concrete and plaster.
2. Wood, Metal & other Materials: Wood (natural & artificial) : Metals(Aluminum based, Copper based, Lead based, Nickel based, Iron based, Steel based), Plastics, Rubber, Glass, Tiles, Asbestos.
3. Paints & Varnish.
4. Fire resistance properties of materials.
5. Prefabricated & Eco-Friendly Building Materials.
6. Miscellaneous Materials: Core Clinker, Furnace Slag, Core Breeze.
7. Study of Design with the perception of purpose, function & aesthetics.
8. Current Trend in Interior & Exterior Design
9. Design of Office
10. Design of Restaurants, Cafeteria & Fast Food Centre
11. Designing of Educational Facilities
12. Designing of Retail Outlets (Books, Shops, Boutique, Gift Shops, Jewellery Store , Departmental store)

**References**

1. Arora S.P & Bindra S.P Building Construction. Dhanpat Rai & Sons, New Delhi.
2. Despande RS, Build your own House, Poonu Book Corporation, Pune.
3. Mehra.P Interior Decoration, Hind Pocket Books Ltd, Delhi.
4. National Building Code of India, Bureau of Indian Standard.
5. Text Book of Building Construction, Punania BC.
6. Alexander, M.J. Meroust Brace, Designing Interior Environment, Havenovich Inc.
7. Shops, Malls & Boutiques, Retovision SA.
8. Commercial Space, Office design & layout, Retovision SA.

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**Paper: INVENTORY & MATERIALS & LOGISTICS MANAGEMENT**

**Code: BBARE-403**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Course Contents**

<p><b>Introduction – Review of the “Fundamentals”</b></p> <ul style="list-style-type: none"><li>• What is Inventory Management<ul style="list-style-type: none"><li>- Working Capital Cycle</li></ul></li><li>• Why is Inventory Management important</li><li>• Why keep Inventory</li><li>• How much Inventory to Keep</li><li>• The Financial Implications of Holding Inventory<ul style="list-style-type: none"><li>- Inventory Carrying Cost</li><li>- Effect on Financial</li></ul></li><li>• The Cost of not holding enough Inventory</li><li>• The Role of the Inventory Manager</li><li>• Exercises / Practical Application to Workplace</li></ul>
<p><b>Setting the Stage for Effective Inventory Management</b></p> <ul style="list-style-type: none"><li>• Introduction to Effective Inventory Management</li><li>• Inventory Management &amp; the Supply Chain Strategy</li><li>• Demand Forecasting</li><li>• Lead time Management</li><li>• Exercises / Practical Application to Work / Questions &amp; Answers</li><li>• Understanding SAP Fundamentals &amp; Terminology</li></ul>
<p><b>Inventory Operations</b></p> <ul style="list-style-type: none"><li>• Introduction to Inventory Operations</li><li>• Monitoring Movements<ul style="list-style-type: none"><li>- Inventory Accuracy</li></ul></li><li>• Measuring and Valuation of Inventory</li><li>• Receipt &amp; Issuance of Inventory</li><li>• Systems to Replenish Inventory</li><li>• How Much to Order – EOQ,</li><li>• When to Place an Order – ROP, JIT</li><li>• Exercises / Practical Application to Work</li></ul>
<p>Integrated Materials Management : Need, scope, advantage, concept; materials requirement Planning and budgeting; make or buy decision; ABC and VED analysis.</p>
<p>Purchasing Management : Purchase system, policy and procedure; source selection, vendor Development and evaluation; legal aspects of buying.</p>
<p>Stores Management : Stores system and procedures; stores accounting and stock verification; Disposal of surplus and scrap.</p>
<p>Inventory Control: Economic Ordering Quantity; inventory systems.</p>
<p>Evaluation of Materials Management : MIS for materials management; criteria for evaluation; Inventory turnover ratio.</p>
<p>The Logistics of Business – The Logistical Value Proposition – The Work of Logistics –</p>

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Logistical Operating Arrangements – Flexible Structure – Supply Chain Synchronization
Transport Functionality, Principles and Participants – Transportation Service – Transportation Economics and Pricing – Transport Administration – Documentation
International Logistics and Supply Chain Management: Meaning and objectives, importance in global economy, Characteristics of global supply chains, Global Supply Chain Integration – Supply Chain Security – International Sourcing – Role of Government in controlling international trade and its impact on Logistics and Supply Chain.
International Insurance – Cargo movements – water damage – Theft – Privacy – pilferage – Other risk – perils with air shipments – Risk Retention – Risk Transfer – Marine Cargo Insurance – Coverage A,B,C classes – Elements of air freight Policy – Commercial Credit Insurance – Size of Vessels, Tonnage, Types of vessels- Container, Combination ships – Non vessel operating carriers
International Air transportation – Types of aircrafts – Air cargo Regulations – Truck and Rail Transportation – Inter model – pipe lines – Packaging objectives – TCL,LCC – Refrigerator – goods – customs duty – Non Traffic barriers – customs cleaning process – International logistics Infrastructure

### References

1. Gopalakrishnan, P. and Sunderashan, M : Handbook of Materials Management, Prentice Hall of India.
2. R. Mishra: Materials Management,Excel Books
3. Nair: Purchase and Materials Management,Vikas
4. Dutta, A.K. : Integrated Materials Management, Prentice Hall of India
5. Bhattacharya, S.C. : Modern Concepts on Materials Management
6. Dobler, D.W. & Others : Purchasing and Materials Management, McGraw Hill.
7. Vinod. V.Sople, Logistics Management, Pearson Education, 2004
8. Arnold, Introduction To Materials Management, Pearson Education, 2009
9. Bowersox, Closs, Cooper, Supply Chain Logistics Management, McGraw Hill.
10. Burt, Dobbler, Starling, World Class Supply Management, TMH.
11. Donald J Bowersox, David J Closs, Logistical Management, TMH
12. Pierre David, “International Logistics”, Biztantra.
13. Sunil Chopra, Peter Meindl, Supply Chain Management , Pearson Education, India.

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**Paper: CONSTRUCTION MANAGEMENT**

**Code: BBARE-404:**

**Contacts Hours / Week: 2L+1T+1P**

**Credits: 4**

**Course Contents**

1. Soft skill in Construction.
2. Business leadership in Construction Project.
3. Construction Project Management.
4. HRM in Construction.
5. Managing Construction Projects with MSP4 P6.
6. Estimation and Quantity Surveying in Construction.
7. Contracts and Claims Management.
8. Construction Technology Management.
9. Computer Application in quantity Estimation and Project Planning.
10. Computer Application in Contract Management.
11. Construction Productivity Improvement.
12. Construction Quality Management
13. Construction Safety Management

**References**

- 1) Hand Book of Construction Management -- P.K. Jay – Macmillan.
- 2) Construction Planning Equipment & methods -- Peurifoy.
- 3) Construction Project Management – K. K. Chitkera—2/E.
- 4) Construction Management Fundamentals – Knutson, Schexnyder, Fiori, Maya.

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**Paper: FINANCIAL MANAGEMENT OF BUSINESS**

**Code: BBARE-405**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Course Contents**

<p><b>1. Financial Management:</b> Finance Function, Aims of Finance Function, Goals Of Financial Management, <b>Financial Planning:</b> Objectives and Principles of Sound Financial Planning, Long Term and Short Term Financial Plan, Factors Affecting Financial Plan. <b>Financing Decisions:</b> Capital Structure, Factors Influencing Capital Structure, EBIT-EBT- EPS Analysis, of Leverage. Simple Problems.</p>
<p><b>2. Cost of Capital:</b> Concept, Relevance of Cost of Capital, Specific Costs and Weighted Average Cost, Rationale of After Tax Weighted Average Cost of Capital, Marginal Cost of Capital <b>Investment Decisions:</b> Meaning and Definition of Capital Budgeting, Nature of Investment Decisions, Types of Investment Decisions, Investment Evaluation Criteria, Pay-Back Period Method, Accounting Rate of Return Method, Net Present Value Method, Profitability Index Method, Internal Rate of Return Method.</p>
<p><b>3. Dividend Policy:</b> Meaning, Nature and Types Of Dividend, Factors Affecting Dividend Policy Decision, Dividend Decision Models: Walter Model, Gordon Model and MM Approach. <b>Financial Intermediaries:</b> Venture Capital, Merchant Banking and Factoring.</p>

**References**

1. Arnold, Glen. Corporate Financial Management. Pearson Education.
2. Khan, M. Y., & Jain, P. K. Financial Management. New Delhi: Tata McGraw-Hill.
3. Kishore, R. M. Financial Management. New Delhi: Tata McGraw-Hill.
4. McMillan, Edward J. Not-for-Profit: Budgeting & Financial Management. John Wiley & Sons.
5. Pandey, I. M. Financial Management. New Delhi: Vikas Publishing House.

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**5<sup>th</sup> SEMESTER**

**Paper: MARKETING MANAGEMENT**

**Code: BBARE-501**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Course Contents**

<b>1. Basics of Marketing:</b> Marketing and its core concepts, marketing management definition, functions of marketing, marketing environment- micro and macro, Market Segmentation, Targeting and Positioning, 4 Ps-Marketing Mix
<b>2. Managing the 4 Ps:</b> Product: Basic Concepts, Differentiation, Mix, Product Life Cycle, Packaging, Labeling & Branding. Pricing: Objectives, Factors, Methods, Strategies. Distribution: Defining Channels, Levels, Functions, Physical Distribution. Promotion: Elements of Promotion Mix, 5 Ms of Advertising
<b>3. The Evolving Concepts in Marketing:</b> Introduction to Services Marketing, Basics of International Marketing, Marketing Information and Research, Introduction to Strategic Marketing, Rural Marketing, e-Marketing, Retail Marketing

**References**

1. Etzel, M. J., Walker, B. J. & Stanton, W. J. Fundamentals of Marketing. New Delhi: Tata McGraw Hill.
2. Gopal, V. Marketing Management. New Delhi; Sage Publication.
3. Kotler, P. Marketing Management. New Delhi: Prentice Hall Of India.
4. Ramaswamy, V.S., Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India.
5. Saxena, R. Marketing Management. New Delhi: Tata McGraw Hill.

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**Paper: HUMAN RESOURCE MANAGEMENT**

**Code: BBARE-502**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Course Contents**

<p><b>1.Human Resource Management:</b> Meaning, Nature &amp; Scope of Human Resource Management, HR Functions, External &amp; Internal Forces of HR Environment, <b>Human Resource Planning:</b> Concept, Importance, Factors, Job Analysis &amp; Job Design. <b>Human Resource Development:</b> Concept and Difference between HRM, Personal Management &amp; HRD.</p>
<p><b>2.Acquiring &amp; Training Human Resource:</b> <b>Recruitment:</b> Meaning, Process &amp; Sources of Recruitment. <b>Selection:</b> Meaning, Process of selection, Barriers to Effective Selection. <b>Induction:</b> Purpose &amp; Requisites of an effective orientation programme. <b>Placement:</b> Meaning &amp; Assessment &amp; Classification Model &amp; Employee Placement. <b>Training &amp; Development:</b> Meaning, Importance, Types of Training, Methods &amp; Techniques of Training, Principles of Effective Training, Difference Between Training &amp; Development.</p>
<p><b>3.Managing &amp; Retaining Human Resource:</b> <b>Performance Appraisal:</b> Meaning, Objectives, Methods, Barriers to Performance Appraisal, Concept of Potential Appraisal. <b>Compensation Management:</b> Concept, Objectives, Job Evaluation- Process &amp; Methods, Components of Remuneration. <b>Grievance Management:</b> Causes, Identification &amp; Grievance Procedure. <b>Career Planning:</b> Meaning, Career Stages, Benefits towards Employees &amp; Organization</p>

**References**

1. Aswathappa, K. Human Resource & Personnel Management - Text & Cases. New Delhi: Tata McGraw-Hill.
2. DeCenzo, D. A., & Robbins, S. P. Personnel / Human Resource Management. New Delhi: Prentic-Hall of India.
3. Dessler, G. Human Resource Management. New Delhi: Person Education.
4. Pareek, U., & Rao, T. V. Designing & Managing Human Resource Systems. New Delhi: Oxford & IBH Publishing Co. Pvt. Ltd.
5. Pattanayak, B. Human Resource Management. New Delhi: Prentic-Hall of India

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**Syllabus for BBA in REAL ESTATE MANAGEMENT**

(Effective for Admission Session 2018-2019)

**Paper: REAL ESTATE INVESTMENT MANAGEMENT**

**Code: BBARE-503**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Course Contents**

<p><b>Mortgages</b></p> <ul style="list-style-type: none"><li>▪ Various types of mortgages</li><li>▪ Simple mortgages</li><li>▪ Conditional mortgage</li><li>▪ Usufructuary mortgage</li><li>▪ English mortgage</li><li>▪ Mortgage by deposit of title deed</li><li>▪ Anomalous mortgage</li><li>▪ Transfer of mortgage</li><li>▪ Important clauses in the agreement of mortgage</li></ul>
<p><b>Agreements</b></p> <ul style="list-style-type: none"><li>▪ Drafting of agreements salient points</li><li>▪ Agreement for sale</li><li>▪ Agreement for sale of house when money is paid in installments</li><li>▪ Agreement of sale for lease hold property</li><li>▪ Flat Ownership agreement</li><li>▪ Leave and license agreement</li><li>▪ Relinquishment deed</li><li>▪ Deed of transfer in cooperative society” Lease deed</li><li>▪ Mortgage deed</li><li>▪ General power of attorney</li><li>▪ Special power of attorney</li></ul>
<p><b>Construction contractors agreement</b></p> <ul style="list-style-type: none"><li>▪ Agreement for construction of building between owner and the contractor.</li><li>▪ Agreement between owner and the contractor on fee plus cost of labor and material.</li><li>▪ Agreement between owner and contractor for labour supply</li><li>▪ Agreement between owner and the contractor-on turnkey basis</li></ul>
<p><b>Land</b></p> <ul style="list-style-type: none"><li>▪ Various types of land and its definition</li><li>▪ Agricultural land</li><li>▪ Industrial land</li><li>▪ Wet land</li><li>▪ Commercial land</li><li>▪ Land with Restricted use</li></ul>



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- Residential land
- Land Reforms Act and Conversion of land use-process, etc
- Land use and development Control Plan
- Factors determining approval for change of land use
- Procedure for permission of change of land use

### **Home Buying**

Steps involved in buying your own home or a property for investment

- Budget
- Own funds
- Funds from employer
- Provident fund loan (process of application)
- Loan from Banks
- Various ways for scouting of properties
- Estimate for Purchase (Purchase price, Stamp duty, Registration charges, Utility deposit, Other incidental expenses)
- Agreement with banks
- Salient points before short listing property
- Formalities of deal closing
- Documents to be checked before buying a property
- Documents to be checked before buying a flat on resale.
- Documents to be checked before buying a flat from unregistered society
- Steps to investigate the genuineness of the title deeds of the property
- Steps to investigate the authenticity of purchasing a rental property
- Investment Strategies in Real Estate.

### **References**

1. Griswold. S. Robert, Real Estate Investment UBS Ltd, New Delhi
2. Hicks, G. Tyler, How to make millions in Real Estate in three years starting with no Cash – Portfolio London.
3. Investing in REITS: Real Estate Investment Trust – Ralph L. Block.
4. ICEP: Investment Planning.
5. How to manage your investment risks and returns – David L. Scott.

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**Paper: MAINTAINANCE MANAGEMENT**

**Code: BBARE-504**

**Contacts Hours / Week: 2L+1T+1P**

**Credits: 4**

**Course Contents:**

<b>Maintenance objectives and Functions</b> -Maintenance objectives, Downtime control/management, The Two- Pronged Attack.
<b>Maintenance Systems</b> -Breakdown Maintenance, Routine Maintenance, Planned Maintenance, Preventive Maintenance, Predictive Maintenance, Corrective Maintenance, Design out Maintenance.
<b>Design Of Maintenance Systems</b> -Criticality Determination, Maintenance System Design Optimization.
<b>Total Planned Maintenance System &amp; Documentation</b> -Planning, System Components, Equipment Record Card, Scheduling Process, Work Specification, Maintenance Records & Documentation, History Record Card, Defect Analysis Record, Maintenance Work order, Information Analysis, Maintenance Control System.
<b>Maintenance Training, Incentives and Safety Management</b> -Need for Maintenance Training, Planning for Training Maintenance Incentives, Design Principles, Safety Principles and Guidelines, Safety Management.
<b>Computers in Maintenance and Maintenance Budget</b> -Computer Systems, Areas of Computer Application, Maintenance Budget.
<b>Energy Saving Through Planned Maintenance</b> -Energy Saving, Cleaning & Cycling Replacement, Economizing on Light.
<b>Facility Investment Decision (FID) and Life Cycle Costing</b> -Factors influencing Facility Investment Decisions, Alternatives to Facility Investment Decisions, Facility Investment Decisions, Concept of Economic Life, The Mathematical Model, Time Value of Money, Capital Recovery Factor, Depreciation
<b>Evaluation of Maintenance Management</b> -Need for Evaluation, Challenges in Maintenance Management Function, Parameters in Expectations, Background of Maintenance Function, Equipment Discard Policy, SWOT Analysis, Evaluation Process of Plant Engineering, Evaluation by Reports, Subjective Methods of Evaluation, Objective Criteria of Evaluation, Maintenance Management- Futuristic Scenario.

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**References**

1. Balachand, B.S. : Design and Management to Life Cycle Costing.
2. Bullock, J.H. : Maintenance Planning and Control, National Association of Accountants, New York
3. Get, K.H., and Bakh, I.C.: Models of Preventive Maintenance, North Holland, Amsterdam.
4. Heintzeiman, J.E. : Complete Handbook of Maintenance, Prentice Hall Englewood Cliffs
5. Hibi, S.: How to Measure Maintenance Performance, Asian Productivity Organization, Tokyo.
6. Husband, T.M.: Maintenance Management and Terotechnology, Westmead- Saxon House, London.
7. Cooling, W.C.: Maintenance Management, American Management Association, New York.
8. Terry W.: Computerized Maintenance Management Systems, Industrial Press New York
9. Corder, A. A.: Maintenance Management Techniques. McGraw Hill
10. Harriss, Ellya, M.J.: Management of Industrial Maintenance, Butterworths, London.
11. Higgins, L.R. and Morrow, L.C.: Maintenance Engineering Handbook, McGraw Hill New York.
12. Mann, L., Jr.: Maintenance Management, Health and Company, Lexington D.C., UK.

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**Paper: GREEN PRACTICES IN REAL ESTATE**

**Code: BBARE-505**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Course Contents**

1	<b>Sources of Energy Classification</b> (nonrenewable and renewable, alternative, conventional & non-conventional)
2	<b>Solar Energy</b> 1. Principle of Sun Ray collectors 2. Concentrating collectors and air heaters 3. Energy Storage devices
3	<b>Solar Energy</b> Application of solar energy in water heating, refrigeration, cooking, desalination, power generations, photovoltaic conversions
4	<b>Energy Conservation</b> 1. Utilization of Biogas energy 2. Energy Efficient electro mechanical devices used in buildings. 3. Maintenance of domestic heaters, cooking
5	<b>Green Buildings</b> 1. Difference between the conventional and the Green Buildings/ Structures. 2. Benefits of Green Buildings 3. Principles of Green Buildings 4. Various Types of Green Buildings 5. Rating of Green Building 6. Rating Agencies for Green Building 7. Rating Process of Green Building
6	<b>Eco Friendly Construction Materials</b> Use of eco-friendly construction materials in flooring, walls, ceiling & roof
7	<b>Energy Efficiency</b> 1. Air conditioning 2. Lighting System: efficient light sources, dimmer controls, use of natural light and solar light 3. Wind tower and power generation
8	<b>Water Efficiency</b> 1. Water Conservation in Building 2. Water efficient bathroom fillings and Plumbing. 3. Recycling of waste water. 4. Rainwater Harvesting. 5. Vertical yardents.
9	Roof Garden for Reducing of Carbon Foot Prints in building structure.
10	Carbon Credits and its valuation & trading.

**References**

1. Anink, D, Handbook of Sustainable Buildings, James & James, 1997
2. Baggs, Sand J, The Healthy House, Thames & Hudson, London, 1996
3. Woolly & Kimmins, Green Building Handbook, E & FN Spon, 1997

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**6<sup>th</sup> SEMESTER**

**Paper: LOW COST AFFORDABLE HOUSING & SPACE SAVING INTERIORS**

**Code: BBARE-601**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Course Contents**

Space & material saving House building designs
Cost & Time Saving Construction Strategies & Procedures
Cost Saving Construction Techniques & Technology
Prefab and modular Construction
Construction out of waste and discarded materials
Model layouts and designs of affordable houses
Taxes & Laws applicable on affordable house
Space Saving Interior Planning & Furnitures
Cost Saving Sourcing of materials & furniture
Smart gadgets, smart & green devices and practices
Low cost best practices for homes & townships

**References**

1. Baqutaya S, Ariffin AS, Raji F. Affordable housing policy: Issues and challenges among middle-income groups. International Journal of Social Science and Humanity. 2016; 6: 433.
2. Noppen AV. The ABC's of affordable housing in Kenya. Acumen Fund. 2012.
3. Low cost house construction manual, Kigali city. 2007.

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**Paper: BUSINESS OPERATIONS MANAGEMENT**

**Code BBARE-602:**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Course Contents**

<b>Introduction to Operation Management:</b> Concept of Production, Production System & its elements, Types of Production Systems, Concept, Nature, Objectives & Scope of Production and Operations Management, Location Planning – Significance, Factors Influencing & Methods, Plant Layout – Concept, Significance & Types, Concept of Assembly Line
<b>Production Planning &amp; Control:</b> Concept, Need, Factors, Types and Elements of Production Planning, Production Scheduling, Materials Requirement Planning (MRP), Concept, Objectives & Elements of Production Control, Pre-requisites of Effective Production Planning & Control System, Plant Maintenance – Concept, Importance & Types, Productivity – Concept, Significance & Measurement, Techniques for Productivity Improvement.
<b>Inventory &amp; Quality Management:</b> Meaning, Need & Types of Inventory, Meaning, Objectives and Functions of Inventory Control, Models of Inventory Control – Fixed Quantity System, Fixed Period System, EOQ Model, ABC Analysis, VED Analysis, Meaning & Determinants of Quality and Quality Control, Statistical Quality Control, Control Charts & Acceptance Sampling

**References**

1. Bedi, K. Production & Operations Management. New Delhi: Oxford University Press.
2. Buffa, E. S., & Sarin, R. K. Modern Production / Operations Management. New Delhi: WilleyIndia.
3. Chunawalla, S. A., & Patel, D. R. Production & Operations Management. New Delhi: Himalya Publishing House.
4. Gupta, C. B. Operations Management and Control. New Delhi: Sultan Chand & Sons.
5. Khachru, U. Production & Operations Management. New Delhi: Excel Books.
6. Khanna, R. B. Production & Operations Management. New Delhi: Prentic-Hall India Pvt. Ltd.
7. Saxena, J. P. Production & Operations Management. New Delhi: Tata McGraw Hill.

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**Paper: RESEARCH METHODOLOGY FOR BUSINESS**

**Code: BBARE-603**

**Contacts Hours / Week: 3L+1T**

**Credits: 4**

**Course Contents**

<p><b>Introduction:</b> Meaning, Objective &amp; Concept of Business Research, Research Approaches and Importance of Research, Criteria of Good Research, Research Process, Concept of Research Problem, Literature Review, Hypothesis and Research Design, Ethical issues in Research, Research Scenario in Indian Business houses.</p>
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<p><b>Data Collection &amp; Analysis:</b> Meaning of Sampling Design, Steps in Sampling Design, Criteria of a Good Sampling Design, Types of Sampling Design, Concept &amp; Types of Measurement Scales, Data Collection, Primary &amp; Secondary Data.</p>
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<p><b>Analysis and Report Writing:</b> Processing &amp; Tabulation of Data, Types of Analysis, Application of Statistics in Business Research, Data Presentation using Charts and Diagrams, Computers in Research – Basic use of MS Word, MS Excel and SPSS, Interpretation, Business Report Writing, Layout of Research Report.</p>
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**References**

1. Cooper, D. R., & Schindler, P. S. Business Research Methods. New Delhi: Tata McGraw-Hill.
2. Kothari, C. R. Research Methodology - Methods & Techniques. New Delhi: New Age Publishers.
3. Sachdeva, J. K. Business Research Methodology. New Delhi: Himalaya Publishing House.
4. Sekaran, U. Research Methods for Business - A Skill Building Approach. New Delhi: Wiley India Pvt. Ltd.
5. Srivastava, T. N., & Rego, S. Business Research Methodology. New Delhi: Mc. Graw-Hill.

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**Paper: SUMMER TRAINING**

**Code: BBARE-604:**

**Credits: 4**

**Objectives**

To enable the students to:

- Hands-on insights into the various aspects related to the Real Estate Sector and to apply them in the enterprise reality. During this training period, students will get comprehensive industrial exposure and would be familiar with various types of real estate issues.

**Paper: MAJOR PROJECT & VIVA VOCE**

**Code: BBARE-605**

**Credits : 4**

**Objectives**

To enable the students to:

- Prepare a major project on thrusting areas of the real estate sector. While preparing this project, students would be able to collect primary and secondary data, analysis and statistical representation of data with appropriate research methodology.